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ABSTRACT

The purpose of this bibliographic instruction package is to help a non-library instructor prepare undergraduate students to find and use books, indexes, abstracts, periodical articles, and other printed reference sources in a search for published information on issues and problems in retailing and information about specific retailers. The package is divided into two episodes which can be presented in one class session. Episode I introduces students to the different forms of literature. Episode II teaches students how to locate library materials by using the card catalog and indexes and abstracts. The package includes summaries and lists of objectives for each episode, a materials list showing all transparencies and handouts for the training session, and a suggested script for the conduct of the session. For the student, the package provides paper copies of transparencies used by the instructor; these cover information searching procedures, forms of literature, Library of Congress (LC) subject headings, catalog filing rules, the "Business Periodicals Index," and Predicasts' "F&S Index." Also included are copies of transparencies showing a search log form and a checklist of questions for evaluating indexes and abstracts. An annotated bibliography of reference sources for research in retailing and a retailing research exercise conclude the instruction packet. (ESR)

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Teaching Packages

ED229025

Fundamentals of Research in RETAILING

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Research in Retailing

Introduction

The purpose of this learning package is to help the instructor prepare students to complete his course assignment. The scope of activities for this learning package has been limited to searches for published information for research in retailing. Students will be prepared to find and use books, indexes, abstracts, periodical articles and other printed reference sources. The learning package provides for a practical approach to research in retailing. Students will be taught to look for material which they can use to find information about specific retailers, issues and problems in retailing.

The learning package is divided into two episodes. Episode I, Choice of Materials, introduces students to the different forms of literature. Episode II, Access to Materials, teaches students how to find and use these sources. A summary and list of objectives is provided for each episode. A materials list includes all transparencies and hand-outs for the session. A script for the Conduct of the Session is provided. In this script parentheses ( ) are used to denote suggested instructor commentary to accompany the transparencies. You may choose to follow the script as it is or to improvise using the summary, list of objectives and transparencies. In either case, read the Conduct of the Session script first as a guide for your activities.

Episode I is designed to be taught first. Episode II is divided into two main sections: Using the card catalog to find books and using indexes and abstracts. These sections are designed so that you can teach them in any order and emphasize skills in areas you consider especially important. Examples for materials in the learning package have been selected to appeal to a wide range of students and instructors. If you would like to emphasize research on one specific aspect of retailing or the use of a specific index or abstract, the library instruction services faculty will provide transparencies and instructional guides for this purpose. Please allow two weeks for production of these materials. For requests or questions about this learning package, call a member of the library instruction services faculty at Extension 3259. Episode II concludes with a review of the forms of literature. This review emphasizes the use of a variety of reference sources for beginning an information search.

The role of the instructor in the use of this learning package is crucial to its success. While a librarian can teach students how to use sources for research, he can not generate the same enthusiasm for their use as can the retailing instructor. The instructor has had extensive first hand experience using many of the sources cited. More importantly, he knows exactly what he wants his students to learn and the depth and breadth of research he expects.

This learning package can be presented in one class session. The goal of this session should be to make students aware of information sources for research in retailing. Most students will need many hours of practice using these sources to develop effective information searching skills.

Research in Retailing

Purpose: To learn to use published sources to find information for retailing research.

Structure:

EPISODE I: CHOICE OF MATERIALS. Discusses the different forms of material which can be used for bibliographic searching. Presents examples of appropriate times to use each form. Describes the search strategy process. Emphasizes flexibility in search strategy.

EPISODE II: ACCESS TO MATERIALS. Discusses how to find books, reference books, and indexes.

How to Find Books. Explains the use of the Library of Congress List of Subject Headings to select subject headings for use in the card catalog. Discusses the use of the card catalog to locate books in retailing and related subject areas. Explains how this approach can be used in other libraries with different kinds of catalogs.

How to Find and Use Indexes and Abstracts. Discusses the function of indexes as location tools, sources used to find other sources. Describes the use of the Business Periodicals Index and the F&S Index to Corporations and Industries: United States. Mentions other useful indexes. Provides a checklist for evaluating indexes and abstracts. Upon request detailed instruction and transparencies can be provided for any index the instructor chooses.

Materials:

This learning package includes transparencies for use with the instructional script. Copies of these transparencies can be produced and collated for distribution to students in a student materials packet.

I. Transparencies

A. Transparency 1 - Information Searching Procedure Chart
B. Transparency 2 - Forms of Literature
C. Transparency 3 - Search Log Form
D. Transparency 4 - Library of Congress (LC) List of Subject Headings
E. Transparency 5 - Library of Congress (LC) List of Subject Headings (Related Subject Areas)
F. Transparency 6 - Catalog Filing Rules: Books about a Subject (General)
G. Transparency 7 - Catalog Filing Rules: Books about a Subject (Specific
H. Transparency 8 - Catalog Filing Rules: Books Related to a Subject
I. Transparency 9 - Business Periodicals Index
J. Transparency 10 - F&S Index (Companies)
K. Transparency 11 - F&S Index (SIC number guide)
L. Transparency 12 - F&S Index (Industries and Products)
M. Transparency 13 - Checklist of Questions to Answer About Indexes and Abstracts

II. Lists

A. Reference Sources for Research in Retailing
B. Baruch College Library: A Self-Guided Tour
C. Exercise for Retailing

Summary

I. Summary of Episode I. Choice of Materials.

A. Objective. To introudce students to the different forms of printed source materials which can be used to find information for research in retailing.

At the end of this episode students will be able to:

--Identify specific forms of source material.
--Describe reasons for a search strategy, an orderly procedure for collecting information.
--Explain why specific forms of material may be best for specific search questions.

B. Episode Activities:

The instructor will review the student assignment. This assignment will provide the context for all activities. Students will be given a copy of the Information Searching Procedure Chart. They will use the chart to describe the function of different forms of source materials for research in retailing. They will also receive a list which defines Forms of Literature. They will use a Search Log Form and a list of Reference Sources for Research in Retailing to discuss methods they can use to find information about an advertising campaign product.

II. Summary of Episode II. Access to Materials.

A. Objective. To make students aware of the skills required to locate books, reference books, and indexes to find information for research in retailing.

At the end of this episode students will be able to:

--Use the Library of Congress List of Subject Headings to select subject headings for a topic.
--Use the card catalog at Baruch College Library to locate books in retailing and related subject areas.
--Ask questions to locate books in any library catalog.

--Use the Business Periodicals Index
--Use the SIC number, Industries and Products, and Companies index to the F&S Index.
--Use the list of Reference Sources for Research in Retailing to identify other useful indexes and abstracts.
--Use the Checklist of Questions to Answer about Indexes and Abstracts to evaluate other indexes and abstracts.

--Describe several forms of reference books for research in retailing.
--Suggest uses for specific forms of reference books.
--Explain how one other reference book could be used to begin the same information search.

B. Episode Activities:

The instructor will explain the use of the Library of Congress List of Subject Headings to select subject headings for research in retailing. Using transparencies he will explain the filing rules for locating books in the card catalog. It is not expected that students will remember all the cataloging rules. Rather, the purpose of this section is to give them the background to begin to use the card catalog and to ask reference questions.

For some students indexes are a more effective way to begin research than the card catalog. The instructor will explain the purpose of indexes. He will use transparencies to provide instruction in the use of two indexes, the Business Periodicals Index and the F&S Index. He will refer students to the reference list with indexes and abstracts. He will use a transparency with a Checklist of Questions to Answer about Indexes and Abstracts to help students evaluate other indexes and abstracts.

By the end of this session, the instructor will ask students to use the list of Reference Sources for Research in Retailing to select specific reference sources to begin their assignments. He will structure this discussion of reference sources to review the different forms of literature and the methods students can use to find them. The Learning Package includes suggested questions for this purpose.

Conduct of the Session

Episode I: Choice of Materials

1. Describe your student assignment. Using this assignment as the context for learning, explain that the purpose of this session is to make students aware of the many kinds of sources they can use to find information for retailing research. Note that while specific examples of sources on lists to be distributed refer to materials in the Baruch College Library, they can be used as a reference point to locate the same or similar materials in other libraries.

2. Hand out collated packet of student materials.

3. Transparency 1 - Information Searching Procedure Chart.
(Many kinds of sources can be consulted for information. This chart indicates the steps you can take before consulting sources. The chart describes two kinds of sources: access tools or secondary sources and primary sources.)

    a. (Looking at the chart who can explain what an access tool is?)

    b. (Would it be best to begin your search with an access tool or one of the sources on the right hand side of the chart? Why?) Establish that access tools are used to locate information. The other sources contain information.

4. Transparency 2 - Forms of Literature.
The Forms of Literature list describes the sources on the right hand side of the Information Searching Procedures Chart. (Take a moment to read this list.)

    a. (What form of literature might you use to begin the information search for your assignment? Why?) Have students explain why they might use either access tools or other sources to find information for retailing research. Do not emphasize the card catalog at this point since it will be discussed later. Explain when to use specific kinds of sources.

    b. You can use the following list of questions to illustrate uses for the different forms of literature.

        1. Where may I find a list of the subsidiaries of Associated Dry Goods?
        (Directory - Fairchild's Financial Manual)

        2. Where may I find ideas for a sales promotion for Christmas?
        (Handbook - Dartnell Sales Promotion Handbook)

        3. Where may I find out the duties of a chain store buyer?
        (Manual - NRMA Buyers' Manual)

        4. Where may I find out how much retail business is conducted in Cleveland, Ohio?
        (Guide - Marketing Research Guide)

5. Where may I find a graphic representation of Miami, Florida and vicinity to help me locate my business? (Atlas - Urban Atlas)

6. Where may I find a list of resident buying offices and their clients?
(Directory - Phelons Resident Buyers and Merchandise Brokers' Directory - bound with Sheldon's

7. Where may I find financial information about R.H. Macy's, a list of their locations, and the names of their chief operating offices?
(Directory - Fairchild's Directory)

8. Where may I find current periodical articles about Plymouth Shops?
(Index - F&S Index)

c. Explain that an information search may begin with either an access tool or another source. Emphasize that there is no right way to search for information. The important point is for students to know what they are looking for and to plan a search strategy to find appropriate information.

5. Return to Transparency 1 - Information Searching Procedure. Explain search procedure by following the left hand side of the chart:

a. (At what point in a search would you use access tools? Why?)

b. (When would you use other sources?) There are no right or wrong answers to these questions. For example, a student might use an index when he first consults sources. He might want to read more in a book to redefine his problem.

6. Transparency 3 - Search Log Form. Explain the sections of the form.

a. Ask students to use this form to plan their search for information for their retailing assignment.

b. (Take a moment to plan your search. Who can explain the steps he might take to find information for this assignment?)

c. (You may want to ask yourself specific questions about a retailer or retailing problem. The following sample questions may help you to choose useful information sources when you plan your search. Try to generate your own set of search questions for your retailing topic.

1. Who is the retailer?
2. What do I know about the firm?
3. What are the special characteristics of this retailer?
4. How can I use the library's card catalog to find information about the retailer's sales policies, profits and personnel?
5. How can I find recent product and industry information about this retail industry.

6. How can I compare this retailer's sales policies to those of other retailers in the same industry.
7. How can I find information about consumer response to this retailer's new sales policy?

Episode II: Access to Materials

1. (You may want to begin your search for information with a book. To find books you can use the library's card catalog. How do you know under which subject heading you can find information on your topic? The Library of Congress Subject Headings List is used to determine the subject headings under which books are found in the card catalog. The same subject headings are used in the Baruch College Library catalog and the catalogs of most other college and research libraries).

2. Transparency 4 - Library of Congress (LC) List of Subject Headings

   The instructor should point out:

   a. A word or phrase in bold face is an acceptable subject heading.
   b. sa = see also the following related, more specific headings.
   c. X = heading not used.
   d. XX = related but broader heading.
   e. " - " = subject subdivision
   f. (The LC List of Subject Headings is arranged in alphabetical order. Look under the subject heading which seems logical to you and you should find references to the appropriate Library of Congress (LC) heading to use in the card catalog).

3. Transparency 4 - Library of Congress List of Subject Headings

   The instructor should use this transparency to illustrate how students can find meaning using the sa, XX, X and "-" symbols in the LC List of Subject Headings. (Looking at the boldface heading, "Retail trade," you will notice many more specific headings following the "sa" reference). The instructor should select several "sa" or see also headings and explain how they describe just one aspect of the retail trade. He may wish to discuss with students ways in which they can use the see also headings to narrow their topics or reduce the amount of information they must review for their research assignments. The instructor can explain how the XX headings can be used to broaden or expand topics, for example, at times when students want background material. Students can also be asked to notice the "-" subdivision for "Retail trade," for example "-Employees." Please note that the sample LC headings from this transparency are just samples and that the regular large Red Book of LC Subject Headings contains many more see also headings and subdivisions. ("Retail trade surveys" is another boldface heading suitable for finding information about retailing. Since the LC List of Subject Headings is arranged alphabetically, it is helpful to look through several boldface headings before and after the main heading you select. You may find other useful subject headings using this method.)

4. Transparency 5 - Library of Congress (LC) List of Subject Headings (Related Subject Areas)

   The examples on this transparency illustrate several subject headings which are related to or describe specific areas of retailing. The instructor may wish to review all or some of these subject headings. Students might be asked to suggest subject headings for information on their topics.

5. (To find books in most libraries we must use a catalog. The Baruch College Library has a card catalog. Other libraries may have different types of catalogs. The New York Public Library has a book catalog. We'll spend some time describing the arrangement of the Baruch College Library catalog since most of you will be using it.)

6. Catalog Filing Rules. (Every book in the Baruch College Library is listed in the card catalog under its author, its title, and its subject. All books by the same author are grouped together. They are arranged alphabetically by title.)

7. Catalog Filing Rules. Catalog cards about a subject are filed according to the following rules:

   a. Transparency 6 - Catalog Filing Rules: Books about a Subject (General)
   (Books about a subject are filed under the LC subject heading for that subject. They are grouped alphabetically by author within each subject heading. At the bottom of each catalog card "Tracings" list all the subject headings assigned to a specific book. Thus, this book can be found in the catalog by looking under Retail trade, Retail trade- Management, the two additional authors (Walker and Etzel) and the title.) The instructor may wish to explain further why student's would or would not want to look under additional subject tracings for listings for other books. Reasons for looking under additional subject headings might include finding more books, broadening a topic, narrowing a topic and developing a greater understanding of a subject area.

   b. Transparency 7 - Catalog Filing Rules: Books about a Subject (Specific)
   (From the LC Subject Headings List, you saw that all subject headings have more specific divisions or headings under which you can look to locate book titles. These headings may list books by form such as Retail Trade-United States-Directories or by further subject subdivisions such as Retail Trade-Finance. Remember, however, that the card catalog does not list periodical sources. Thus it will not have the most recent financial information about the retail trade.) The instructor may wish to point out again that all catalog cards have tracings which suggest further subject headings with greater specificity.)

c. Transparency 8 - Catalog Filing Rules: Books Related to a Subject

The many subject headings related to the heading "Retail trade" in the Library of Congress List of Subject Headings are the same subject headings for the cards in the card catalog. These related subject headings may also be subdivided by form and further subject subdivisions. In the two examples here, Department Stores-Statistics is a subject heading division by form. Department Stores-United States is a subject subdivision, in this case, by country. Students should be encouraged to check the tracings on all subject cards. The instructor may wish to point out the Series tracing on the subject card headed Department Stores-United States. He should encourage students interested in this topic to look under the series heading for more papers on this subject.

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8. (The card catalog is an index to all the books in the Baruch College Library. There are specialized indexes to use for more current and for a greater variety of information sources. These indexes consist of multiple book volumes. Indexes may index books, book reviews, media sources, conference papers, research studies, periodical articles, newspaper articles or government publications. The advantage of indexes is that they list in one place a wide variety of material on a subject. They are also more current than books since they may be published monthly, quarterly, semi-annually, or annually. It is important to check the date of an index. If you need information on the latest fashion in women's dress hemlines, you will want to use a 1982 index volume

9. Transparency 9 - Business Periodicals Index

(Looking at the list of Reference Sources for Research in Retailing, you will see a list of indexes and abstracts. One of the most useful indexes for business information including retailing is the Business Periodicals Index. This index covers articles in most major and minor business periodicals. It is arranged alphabetically by subject. Looking at Transparency 9, you will see the subject heading "Retail trade". This heading is followed by "see also" Booksellers and bookselling, Business districts etc. These "see also" references lead you to other more specific subject headings.) This sample page (Transparency 9) includes subheadings for specific aspects of the Retail Trade (Advertising, Customer relations, Finance, Management, Marketing). One author citation cited under the subheading, Advertising, and one title citation cited under the subheading, Finance, provide examples for teaching students to interpret a citation in Business Periodicals Index. The instructor should point out the parts of each citation. He should note that the order of entry of information is the same for all bibliographic citations. He should also note that this index includes a list of abbreviations for titles of all periodicals cited. This list is located in the front of each issue of Business Periodicals Index.

10. F&S Index of Corporations and Industries

Looking at the List of Reference Sources for Research in Retailing you will see a list of indexes and abstracts. One of the most useful indexes is the F&S Index to Corporations and Industries: United States. Issued weekly, cumulated monthly, quarterly and annual bound volume. It covers business activity particularly companies and industries; acquisitions, mergers, industry trends; new products, product technology, market forecasts, company studies. Arranged by SIC no., which is a number created by the government to symbolize economic activities, the same news is also indexed by company name and industry. If the SIC no. is not known before using the index, the alphabetical index to SIC nos. is a useful index. The source directory identifies the journal abbreviations as well as giving information about them.

a. Transparency 10 - F&S Index (Companies)
(This F&S Index volume is arranged in alphabetical order by company name). The instructor may wish to point out that this index indexes journal and newspaper articles. He may wish to review the highlighted citation to show students the order of citation presentation: article title or description, journal name, date, page. He should explain that the journal or newspaper abbreviation are described in a separate volume, the source index). The instructor should note that all periodicals and newspapers indexed may not be in the Baruch College Library. Students should be instructed to use the periodicals catalog in the Baruch College Library to determine periodical availability and location. They should be encouraged to ask the reference librarian to help them locate periodicals that are not held by Baruch College Library. They may obtain these periodicals through interlibrary loan or by a referral to another library in New York City.

b. Transparency 11 - F&S Index (SIC number guide)
(This F&S Index volume is arranged alphabetically by the generic name of the industry or economic activity. It is not arranged by product brand names). The instructor may wish to note that "Retail Trade" is an entry here, but that there are other headings in this subject area. (You may use this index to locate the SIC or Standard Industrial Classification number for a specific industry. This number serves as your guide to the next part of the F&S Index).

c. Transparency 12 - F&S Index (Industries and Products)
(This volume of the F&S Index is arranged by the SIC number for the specific industry you have selected for your research. Here the SIC number 520 is preceded by the name of the industry it represents, Retail Trade. Within this major heading subheadings define specific aspects of the industry). The instructor may wish to point out the subheadings, "Organizations & Institutions", "Marketing Procedures', and "Financial Data". He may wish to suggest times when students should look at all subheadings and times when one subheading is sufficient for the purpose. The instructor may wish to discuss reasons for using

one index or both indexes. (The SIC number index presents information about the competitors product also. The company index tells you only about that company's activities).

11. Transparency 13 - Checklist of Questions to Answer about Indexes and Abstracts.

    a. (While you can use the Business Periodicals Index and F&S Index, other indexes and abstracts on the list of References Sources for Research in Retailing may also be useful to you. Each index and abstract journal is unique. It is difficult to describe one method for searching all indexes and abstract journals. It is helpful, however, to examine each index or abstract journal you decide to use before you attempt its use. This is a checklist of questions you should ask about each index or abstract journal you use. Not all questions apply to all sources).

    b. (Let's apply some of these questions to the F&S Index.) The instructor may wish to refer to Transparency 10, 11 or 12 to answer these questions. If time is short, the instructor should choose several questions from the list for illustrative purposes. The instructor may wish to borrow sample volumes of the F&S Index from the library for this purpose.

    c. (Select one other index or abstract from the list of indexes and abstracts in Reference Sources for Research in Retailing. Why do you think it would be useful for finding information about your topic?) The instructor may wish to use this question to elicit information from the students about all the appropriate indexes and abstracts.

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12. (At the beginning of this session we talked about the many different forms of literature. The list of Reference Sources for Research in Retailing includes specific examples of many forms of literature. Take a moment to look through it).

    a. (Who can describe one reference book which might be useful for this retailing assignment?) Try to elicit enough student answers to describe and discuss a number of specific reference works. Describe specific reference sources which have been especially useful to you in writing your dissertation, preparing a lecture or retailing promotion campaign, solving a retailing problem or researching a paper. You may want to borrow several sources you consider important from the library.

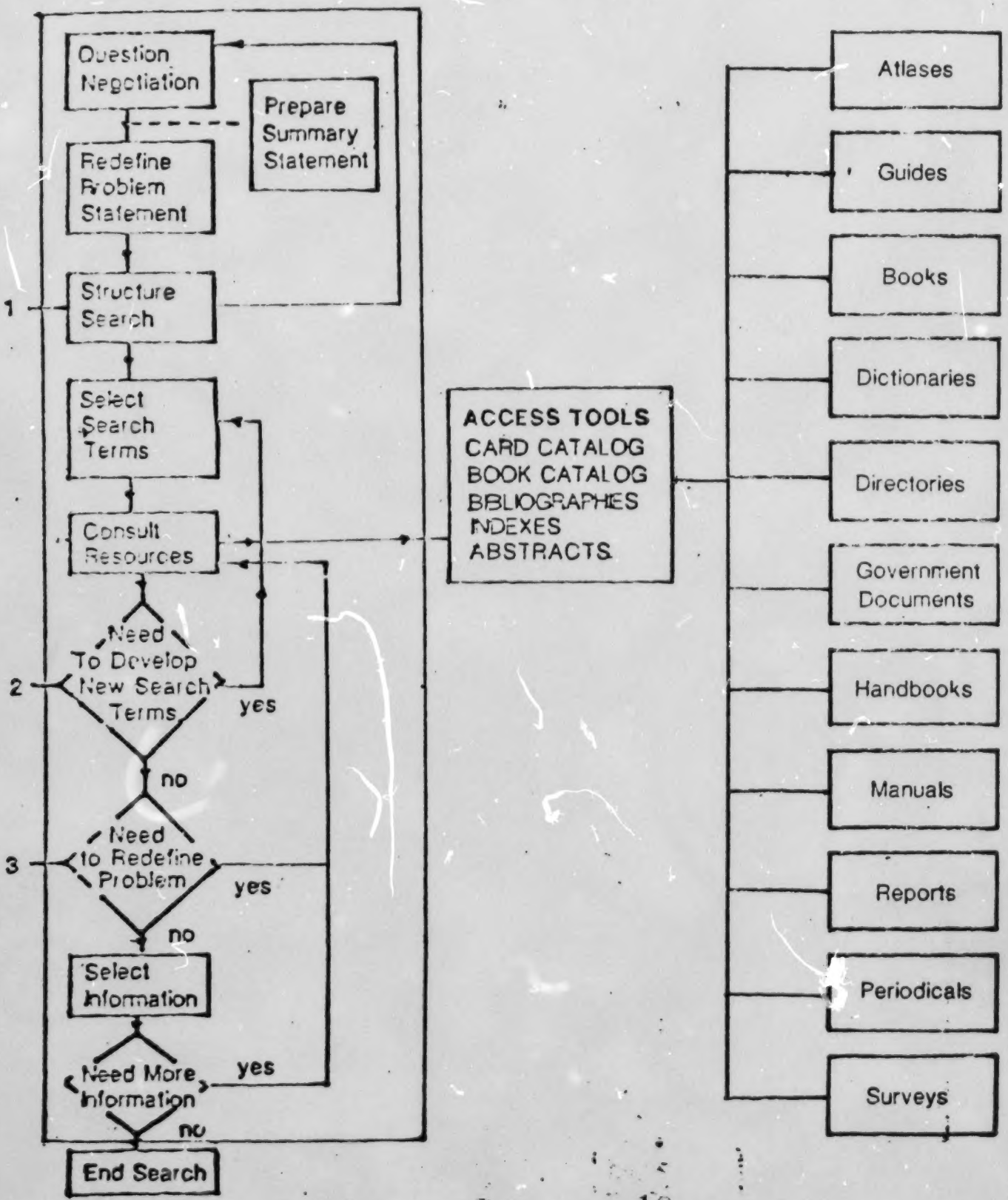
    b. The following questions may be used to encourage student discussion of reference sources. (Who can choose one reference book to begin an information search? Is there

another book you might use to find the same or similar information?) Try to encourage students to use different approaches to finding information. Emphasize the variety of reference materials available.

13. Location of reference materials in the Baruch College Library. The packet of student materials includes the publication Baruch College Library: A Self-Guided Tour. Tell students about this tour. Encourage them to ask the reference librarians for help in finding information sources.

14. An Exercise for Research in Retailing is provided as an optional student assignment. However, the best evidence that students have learned to use retailing research sources is the quality of the research they do for their class assignment. Students should be encouraged to use the Search Log Form, Transparency 3, and to submit it with their class assignment.

Information Searching Procedure



Forms of Literature

Books

The most familiar form of literature is the book. A single volume or book is known as a monograph.

Reference Books

Some books are considered reference books because they are designed by their arrangement and treatment to be consulted for specific information rather than to be read consecutively.

Manuals, Handbooks, Guides and Dictionaries are reference books. They are usually consulted for concise, factual information. They are a good place to begin an information search. Handbooks often include bibliographies.

Bibliographies are lists of publications (books, articles, reports, documents) selected and organized around a subject area or theme. These lists may be limited by the specificity of the subject scope, the dates or the type of material covered.

Periodicals include magazines and journals such as Retail Control. A periodical is a publication issued at regular time intervals and intended to be continued indefinitely.

Indexes provide, in one place, references to works in specific subject areas or works by specific authors. Indexes are often in multiple volumes and cover long periods of time. They are used to locate bibliographic information about journal articles, books, reports, and newspaper articles. All indexes are not the same in structure. Indexes may provide for subject, author, title, time period or other types of access. Instructions on how to use an index usually appear in the first pages of the index.

Abstracts may be included as part of indexes or they may be separate publications. They provide summaries of articles, reports, books, and other forms of published material.

Government Documents include any publications originating in or printed with the authority and expense of any office of a legally organized government. State, Federal and foreign governments as well as the United Nations publish material on many subjects. Some government documents are periodicals. Others are books or pamphlets.

Directories provide an alphabetical or classified list (as of names and addresses, products, or industries). They contain specific facts rather than explanatory material about the persons, items, or organizations they list.

Surveys and Reports are examinations of the condition, situation or value of specific products or industries. They may contain statistics and analyses about many aspects of product research, development, evaluation, marketing and distribution.

Search Log Form

1. Write a one sentence topic statement _____

_____

2. List sources for background reading.

_____

_____

_____

3. Use the card catalog. Find books.

_____

_____

_____

4. Use indexes. Find Articles

Indexes: _____

_____

Articles: _____

_____

Note: You may do three or four first.

Library of Congress (LC) List of Subject Headings

Retail advertising
See Advertising
Retail franchises
See Franchises (Retail trade)
Retail inventories
See Inventories, Retail
Retail stores
See Stores, Retail
Retail trade (Indirect)
sa Advertising
Bazaars, Oriental
Branch stores
Central business districts
Chain stores
College stores
Department stores
Discount houses (Retail trade)
General stores
Gift shops
Hardware stores
Inventories, Retail
Store hours
Stores, Retail
Variety stores
Vending machines
xx Commerce
Marketing
Shopping centers
- Costs
See Marketing - Costs
- Employees
sa Clerks (Retail trade)
Wages - Retail trade employees
x Stores, Retail-Employees
- Research (Indirect)
xx Marketing research
- Security measures
sa Employee theft
Shoplifting
Retail trade surveys (Indirect)
Here are entered works on the methods and techniques employed, and reports of individual surveys. In the latter case, a subject entry is also made under the heading Retail trade - local subdivision, e.g. 1. Retail trade - United States. 2. Retail trade surveys- United States.
x Distributive trade surveys

sa - see the following related more specific headings
x - heading not used
xx - related but broader heading

Library of Congress (LC) List of Subject Headings

Related Subject Areas

Store decoration (Indirect)
sa Store fixtures
x Stores, Retail, - Decoration
xx Decoration and ornament

Store fixtures
sa Show-windows
xx Business
Show-windows
Store decorations
Stores, Retail

Store hours (Indirect)
x Shopping hours
xx Retail trade
Stores, Retail

Stores, Retail (Indirect)
sa Chain stores
Consignment sale shops
Department stores
Museum stores
subdivision Stores, shopping centers, etc. under names of cities, e.g. New York (City) - Stores, shopping centers, etc.
x Boutiques
Retail stores
xx Mercantile buildings
Shopping centers
— Lighting
x Store lighting
— Protection
x Protection of retail stores
— Toilet facilities
Toilet facilities in retail stores

Department stores (Indirect)
sa Chain stores
Variety stores
subdivision Stores, shopping centers, etc. under names of cities, e.g. New York (City) - Stores, shopping centers, etc.
x Stores, Department
xx Business
Chain stores
Retail trade
Stores, Retail
Variety stores
- Employees (Indirect)
sa Department stores - Vocational guidance
- Law and legislation (Indirect)
- Vocational guidance
xx Department stores-Employees

Shopping centers (Indirect)
sa Retail trade
Shopping malls
xx Retail trade
Stores, Retail

Shopping centers, Underground (Indirect
x Underground markets
Underground shopping centers

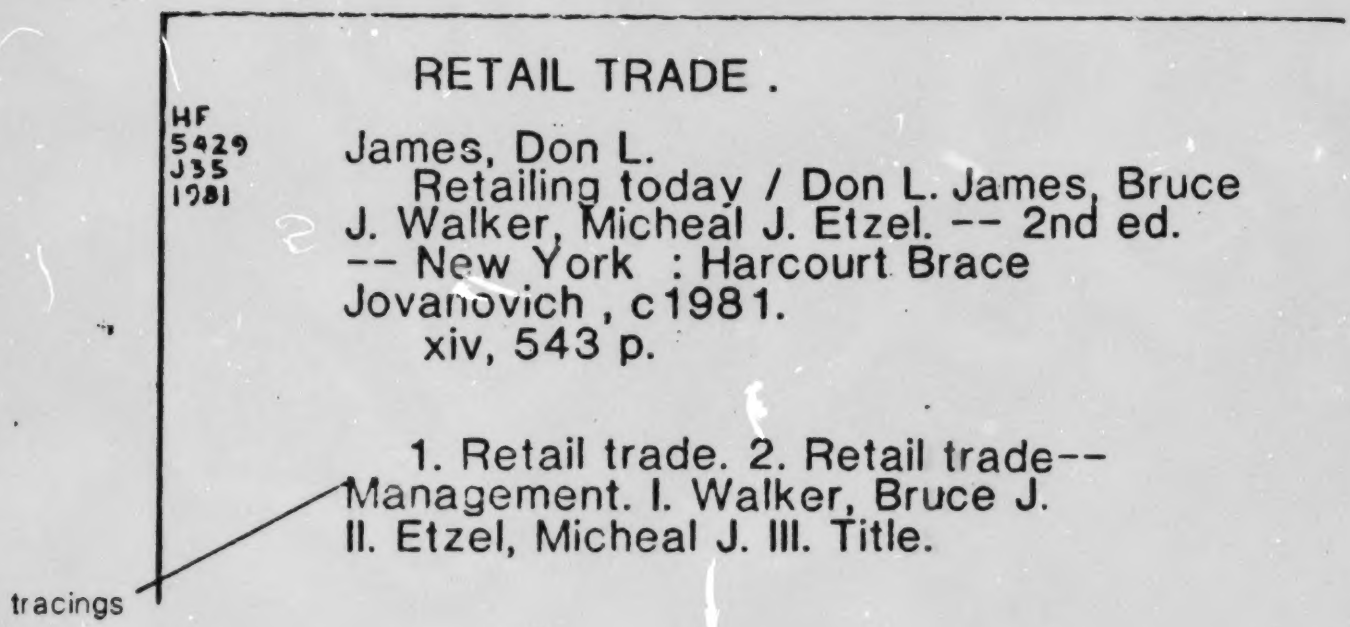
Shopping hours
See Store hours

Shopping malls (Indirect)
sa Arcades
x Malls, Pedestrian
Malls, Shopping

sa - see the following related more specific headings
x - heading not used
xx - related but broader heading

Catalog Filing Rules

Books About a Subject
(General)


RETAIL TRADE .
HF
5429
J35
1981
James, Don L.
Retailing today / Don L. James, Bruce J. Walker, Micheal J. Etzel. -- 2nd ed. -- New York : Harcourt Brace Jovanovich , c1981.
xiv, 543 p.
1. Retail trade. 2. Retail trade-- Management. I. Walker, Bruce J. II. Etzel, Micheal J. III. Title.
tracings

Catalog Filing Rules

Books About a Subject

(Specific)

RETAIL TRADE--UNITED STATES--
DIRECTORIES.

Ref
HF
5429
.3
S52

Sheldon's retail directory of the United States and Canada and Phelon's resident buyers and merchandise brokers. New York , Phelon, Sheldon & Marsar.

Formed by the union of Sheldon's retail directory of the United States and Canada and Phelon's resident buyers and merchanise brokers of department store merchandise.

RETAIL TRADE--FINANCE.

HF
5635
B47
1976

Moscarello, Louis C.
Retail accounting and financial control / Louis C. Moscarello , Francis C. Grau, Roy C. Chapman. 4th ed. New York : Ronald Press Co., c1976.
xii, 511 p.

1. Retail trade --Accounting. 2. Retail trade--Management. 3. Retail trade--Finance. I. Grau, Francis C., joint author. II. Chapman, Roy C., joint author. III. Bell, Herman Fiske, 1880- Retail merchandise accounting IV. Title

tracing

Catalog Filing Rules
Books Related to a Subject

DEPARTMENT STORES--STATISTICS.

Ref
HF
5686
D5
H39

Harris Trust and Savings Bank, Chicago.
Harris Bank annual retail study: major department stores and other leading merchandisers. 23rd - annual: 1976- ed. of 1975- fiscals. Chicago, 1976-
v. tables

1. Department stores--United States--Accounting. 2. Retail trade--United States--Accounting. 3. Department stores--Statistics. I. Major department stores and other leading merchandisers. II. Title

tracings

DEPARTMENT STORES--UNITED STATES.

HF
5415
.2
M373

May , Eleanor G.
Department store images: basic findings/by Eleanor G. May
Cambridge, Mass. : Marketing Science Institute, 1972.
38 p.

1. Department stores--United States. 2. Marketing research. 1. Title II. Series: Marketing Science Institute. Working paper-Marketing Science Institute.

tracings

Business Periodicals Index

RETAIL stores. See Stores, Retail
RETAIL trade
Women retailers mean business. G. Scott. il Black Enterprise 9:43 - 5 My '79
See also
Booksellers and bookselling
Business districts
Computer stores
Department stores
Vending machine industry
also
Gap Stores , Inc.
Montgomery Ward and Company, Inc.
Woolworth, F.W. Company.
Advertising
Allocation model for catalog space planning . M. Johnson and others. tabs Mgt. Sci. 25:117-29 F '79
Communication systems
AT&T lining up retailers for large PBX package Electronic N 25:61 Ap 9 '79
Customer relations
Investment seminars fashionable for women. il Chain Store Age Exec 55:129-30 My '79
Finance
K Mart's fast track. Forbes 123:97 Ap 30 '79
See also
Retail trade-Statistics
Management
Count down starts for Gimbels. Bus W p78-9 Ap 2 '79
Marketing
Market research gaining as new retail sales tool. D. Mangan. il Stores 61:37-40 My '79
Records
See also
Retail trade - Data processing

article title — author — date — journal title — volume page — volume — date — page

F&S Index of Corporations and Industries

Companies

Assoc Corp North Amer **6140000**
Subsidiary of Assoc First Capitol
To buy Georgia Intnl finance for $12.5mil
(Lord & Taylor) WSJ (Spr) 6/20/79 p10

Assoc Dry Goods **5311000**
Ranks no 23 for FY78 capital expenditure by retail chain stores with $60mil Chn Store 9/79 p43
Sales and advertising outlays of 1977 of this general merchandise retailer Ad Age 11/13/78 p30
1979 earnings seen $3.00/share Value Line 12/15/78 p1857
1979 earnings seen $2.50/shr Wall St T 1/1/79 p52916

Assoc Financial Services **6140000**
To buy Franklin Finance from Mercantile Bancorp
WSJ (Spr) 8/3/79p12

date page
article title
newspaper title

F&S Index of Corporations and Industry

SIC number guide

Retail Distribution	991 4520
Retail Employment	E22 450
Retail Sales	E22 300
Retail Store Chains	520 0120
Retail Stores	520 0110
Retail Trade	520 0000
Retail Trade, Computer Use	357 3068
Retailers, Nonstore	590 0000
Retired People	E19 880
Retirement Benefits	991 8780
Retirement Policy	991 8180
Retortable Food Pouches	307 4911

F&S Index of Corporations and Industries

Industries and Products

Retail Trade 520

Organizations & Institutions

Discusses changes in urban areas as retailing industry changes in 1980 — Ad Age 12/11/78 p2

Management Development

Trends in retail executive compensation reviewed — Chn Store 10/79 p19

Marketing Procedures

article title ——— Examines factors causing retailing problems: new marketing strategies evolving — journal title

Financial Data — Ad Age 12/11/78 p20 — page

Mail order firms outpace major retailers in aftertax profit to sales ratio — Direct Mkg 11/78 p6 — date

article title ——— Cash dividends by retailers may not pay off: offers alternatives — Daily News 6/4/79 p2 — page

Government and Society — date — newspaper name

Shoplifting is $150mil /yr "industry" as it becomes part of organized crime — Mktg Times 8/79 p3

52001 10 RETAIL STORES

Organizations & Institutions

Retail stores operating projtn, 1990 — Air Cond News 6/11/79 p4

Management Procedures

Smaller retailers seen luring big-city executives — NY Times 11/5/79 pD1

Checklist of Questions to Answer about Indexes and Abstracts

1. What specific subject areas are covered?

2. Does the index or abstract include instructions for using it? If so, where?

3. Is there a list of the specific primary sources indexed or abstracted? If so, where?

4. Is there a list of abbreviations used? Where?

5. Is there a list or thesaurus of the specific terms (subject headings or key words) used by the index or abstract? Where?

6. How often is the index or abstract issued?

7. Are there cumulations? How often?

8. If an index, how are the citations entered? By author? Title? Subject? Other?

9. If an abstracting journal, how are the abstracts arranged? In a classified order? Alphabetical order? By accession number? Other?

10. If an abstracting journal, what type of indexes are included, if any? Author? Title? Subject? Geographic? Corporate? Other?

11. What types of material are indexed or abstracted? Journals, books, government publications, proceedings, other?

12. What is the language of the material covered? English only? Foreign languages?

13. Is the material covered technical and research oriented or popular? Or both?

14. Are there any other special or unique features?

Reference Sources for Research in Retailing

Sources listed by form include atlases, bibliographies, dictionaries, directories, government documents, guides, handbooks and manuals, indexes and abstracts, and journals. Sources listed by purpose include these used to find Operating Results and Ratios, Financial Data or Individual Retailer and Industry Studies.

ATLASES

REF
G
1201
A1
A3
1976

Abler, Ronald and John S. Adams. Comparative Atlas of Americas Great Cities. Minneapolis: University of Minnesota, c 1976.
Textual and graphic representation of demographics of major marketing areas in the U.S.

REF
G
1019
R22
1981
(Atlas Case)

Rand McNally Corporation. Rand McNally Commercial Atlas and Marketing Guide, 1981. 112th ed. Chicago: Rand McNally, 1981.
Geographic and demographic statistics, retail trade by trading areas, principal business centers. Tables and maps.

REF
G
1317
(Census
Stacks)

U.S. Department of Commerce. Urban Atlas. Washington, D.C.: dates vary. Individual atlases for SMSA's providing graphic representation of census data. Provides demographic information such as median family income, education, race and age. Color coded.

BIBLIOGRAPHIES

REF
Z
7164
C81
T4
1964

Chute, Aaron Hamilton. A Selected and Annotated Bibliography of Retailing. Austin: Bureau of Research, University of Texas, 1964.

REF
Z
7164
C81
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No. 13
1960

Holmes, Jack David L. Selected and Annotated Bibliography of the Planned Suburban Shopping Center. Austin: Bureau of Business Research, University of Texas, 1960.

REF
Z
7164
R45
L2

La Londe, Bernard J. A Selected and Annotated Bibliography on Shopping Center Management. East Lansing, Michigan: Bureau of Business and Economic Research, Michigan State University, 1968.

REF
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7164
R45
N4

New York University School of Retailing. Research and Publications Division. 1,484 Selected Publications for Retailers. New York: N.Y.U., 1953 & Supplement, 1957.

REF
Z
7164
R45
U53

U.S. Domestic and International Business Administration. Retail Data Sources for Market Analysis. Washington, D.C.: U.S. Dept. of Commerce, Domestic and International Business Administration, 1974.

SEE ALSO: Bibliographies published by the U.S. Small Business Administration, housed in the Bibliographies File, such as the following:

Buying for Retail Stores. Small Business Bibliography no. 37. Washington, D.C.: U.S. Small Business Administration, 1975.

Retailing. Small Business Bibliography no. 10. Washington, D.C.: U.S. Small Business Administration, 1975.

DICTIONARIES

REF
HF
5412
.S52
1981

Shapiro, Irving J. Dictionary of Marketing Terms. 4th ed. Totowa, N.J.: Littlefield, Adams & Co., 1981.

REF
HF
5429
W57

Wingate, John Williams. Manual of Retail Terms. New York: Prentice-Hall, 1931.

DIRECTORIES

REF
HF
5429
D5
1981

Directory of Franchising Organizations. New York: Pilot Books, 1981.

REF
HG
4961
F3

Fairchild's Financial Manual of Retail Stores, 1981. New York: Fairchild Publications, 1981. Annual directory and source of financial data on retail stores. Only publicly held companies are included. Arranged alphabetically, with index linking parent companies and subsidiaries. Capsule financial statements, store locations, officers, etc.

REF
HF
5035
D53

National Research Bureau. Shopping Center Directory. Burlington, Iowa: National Research Bureau, 1974. 15th ed. Shopping Centers arranged geographically with name of center, developer, manager, leasing agent, size, sales volume, major tenants, etc.

REF
HF
5465
U5
P45
1975-76

Phelon's Directory of Self Service Department Stores, Discount Stores, Catalog Showrooms, Drug Chains, and Leased Department Operations. New York: Phelon, Sheldon & Marsar, Inc., c1974.

REF
HF
5429
.3
S52
1981

Sheldon's Retail and Phelon's Resident Buyers and Merchandise Brokers: Directory of the Largest Department Stores, Women's Specialty Stores, Chain Stores and Resident Buying Offices. New York: Phelon, Sheldon & Marsar, Inc. 1981. Annual.

GOVERNMENT DOCUMENTS

REF
HF
5429.3
U533
1979-81

U.S. Bureau of Industrial Economics Statistics. Franchising in the Economy, 1979-81. Washington, D.C.: U.S. Dept. of Commerce, Bureau of Industrial Economics Statistics, Jan. 1981.

REF
HF
5429.3
U535

U.S. Bureau of the Census. Census of the Retail Trade. Washington, D.C.:
1972- in stacks
1977 on microfiche
Statistics on one hundred kinds of retail businesses. Published every five years (Quinquennial), years ending with 5 and 2.

PER
DIV.

U.S. Bureau of the Census. Monthly Retail Trade. Washington, D.C.: Baruch has: 1957 to date.

GUIDES

PER
DIV.

Advertising Age. "One Hundred Major Markets" Special Issue. Annually, in December.

REF
HF
5465
U5
F34

Fairchild's Fact File: Department Store Sales. New York: Fairchild Publications. Annual. City and Market data as well as performance of specific stores. See card catalog for additional Fairchild's Fact Files on Specific Categories of Merchandise (e.g. Home Furnishing, Men's Apparel, etc.) Each contains information on both the manufacture and the retailing of each category as well as demographic and psychographic analyses of consumers.

REF
HC
106.6
M369

Marketing Economics Institute. Marketing Economics Guide. Annual.
Each loose-leaf volume contains three pamphlets: 1) maps, 2) population statistics, 3) retail sales statistics. Page numbers correspond between the pamphlets.

REF
HC
106.3
S65
1981

Sales and Marketing Management: Survey of Buying Power. Annual special issue of Sales and Marketing Management magazine. Current issues at reference desk. In two parts: October and July. Survey U.S. and Canadian markets. Population figures, effective buying income, retail sales, etc.

REF
HC
106.7
S9

Sales and Marketing Management. Survey of Buying Power, Data Service. Annual. Loose-leaf format. A much more detailed analysis of items in Survey of Buying Power, above.

HANDBOOKS AND MANUALS

REF
KF
2005
A75
B5

Bliss, James J. Manual of Federal Trade Regulations Affecting Retailers. New York: National Retail Merchants' Association, 1963.

REF
HF
5415
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Buell, Victor P. Ed. Handbook of Modern Marketing. New York: McGraw-Hill, c1970.

REF
HF
5438
.25
C35

Carlsen, Robert and James F. McHugh. Handbook of Sales and Marketing Forms and Formats. Englewood Cliffs, N.J.: Prentice-Hall, 1978. Looseleaf.

CIRC.
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5437.N45

National Retail Merchants' Association. Buyers' Manual. New York: NRMA. Annual. Duties and functions of retail buyers.

REF
HF
5438
N258

National Retail Merchants' Association. NRMA Sales Promotion Handbook. New York: NRMA, 1975. 2 volumes. Ideas and themes for sales promotions.

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1979

Riso, Ovid, ed. Dartnell Sales Promotion Handbook. Chicago: Dartnell, 1979. 7th ed.

FINANCIAL DATA ON INDIVIDUAL RETAILERS

(Available for publicly held corporations, only)

REF
HF
5465
U5
F34

Fairchild's Fact File: Department Store Sales. New York: Fairchild Publications, 1975 - Annual. City Market Data as well as performance of specific stores.

REF
HG
4961
F3

Fairchild's Financial Manual of Retail Stores. New York: Fairchild Publications, 1981. Annual. Capsule financial data from annual reports. Also provides store locations, names of officers, etc.

REF
HG
4961
M17 and table 2A

Moody's Industrial Manual. New York: Moody's Investors' Services, 1961. Current issues on Table 2A. Earlier issues in stacks. Financial information as well as corporate history, subsidiaries, names of officers, etc.

ANNUAL REPORTS

Annual Reports Vertical File

Annual reports of major corporations, including retailers, are housed in vertical files behind index stacks.

Microfiche Cases

U.S. Securities and Exchange Commission. 10K Reports. Available at Baruch College Library in Microfiche.

OPERATING RESULTS AND RATIOS

The following tools are used to compare store performance with the industry at large and with competitors.

For call nurber see card catalog

Dollars and Cents of Shopping Centers, 1981. Washington, D.C.: Urban Land Institute, 1981. A study of the receipts and expenses in shopping center operations.

REF
HF
5686
D5
H39a

Harris Trust and Savings Bank. Comparative Financial Data: Major Department Stores and Other Leading Merchandisers. Chicago: Harris Trust & Savings Bank, 1953-1975. Baruch has: 1966-69 and 1972-75. Annual. Continued by the following item.

REF
HF
5686
.D5
H39A

Harris Trust and Savings Bank. Harris Bank Annual Retail Study: Major Department Stores and Other Leading Merchandisers. Chicago: Harris Trust & Savings Bank, 1976-date. Baruch has: 1976-date. Annual. Financial data aggregates for 16 leading stores. Significant financial and operating data and selected ratios for past five fiscal years.

REF
HF
5465
U4
F55

National Retail Merchants' Association. Financial Executives Division. Department Store and Specialty Store Merchandising and Operating Results. New York: NRMA, annual.
Familiarly referred to as the MOR, this study gives sales, merchandising and earnings data, advertising media costs, etc. for eight categories of department stores (by sales volume) and three categories of specialty stores. By department.

REF
HF
5465
U4
N33

National Retail Merchants' Association. Financial and Operating Results of Department and Specialty Stores. New York: NRMA, annual. Merchandise and inventory data (such as markon, markdown, etc.) for each store department in the same eight categories of department stores and three categories of specialty stores included in the MOR, above. This item familiarly referred to as the FOR.

INDUSTRY STUDIES

REF
HF
106.5
A172
1981

"Retail Trade." U.S. Industrial Outlook. Washington, D.C.: U.S. Dept. of Commerce, January 1981. Annual. Current issue at Reference Desk. Back issues in stacks.
U.S. Government study of the industry with five year forecasts.

REF
HF
5429
R48

Retail Trade International. London: Euromonitor Publications, c1980. 2 volumes. v.1: United Kingdom, v.2: Europe.
Country by country surveys of the retail trade. Includes such categories as consumer expenditures, trends in retail sales, structure of the industry, distribution, etc.

REF
HC
106.6
S74

"Retailing." Standard and Poor's Industry Surveys. New York: Standard & Poor's Corp., Annual. Covers department, mail order, variety and drug chain retailing. Current issues at reference desk. Back issues in stacks.

INDEXES AND ABSTRACTS

REF
Z
7164
C81
B983
Table 4A & 3B

Business Periodicals Index. New York: Wilson Pub. Co., 1958 - Baruch: v.1- 1958-date Monthly with annual cumulations. Alphabetical index to business periodicals. Industries and major companies individually listed in one alphabet.

REF
Table 2C

The Marketing Information Guide: The Annotated Bibliography. Garden City, N.Y.: Trade Marketing Information Guide, Inc., v.1- 1972- Baruch: v.1- 1972-date Bi-Monthly with quarterly cumulative indexes, (March, June, Sept., Nov.)
Full bibliographic citation with each annotation. Classified arrangement: categories include retail trade, market area data, advertising and sales promotion.

REF
Table 4A
Z
7165
U5
F23
1979

Predicasts F&S Index of Corporation and Industries. Cleveland, Ohio: Predicasts.
Indexes business publications, both trade and scholarly, by industry and company name. Industry is by SIC number. Companies are alphabetically by name in second section. Former Title: Funk and Scott Index.

REF
Table 2C
HF
5801
T6

Topicator: Classified Article Guide to the Advertising, Communications, Marketing Periodical Press. Littleton, Colorado: Thompson Bureau. Annual. Alphabetically arranged classified listing of periodical articles. Relevant topics include Retail Selling, Promotions, Advertising-Co-operative, Markets (Demographic & Geographic) and Marketing (Individual Products). Not annotated. Baruch: v.1- 1965-date.

REF
Table 2C

What's New in Advertising and Marketing. New York: S.L.A. Prepared by the advertising and marketing division of the Special Libraries Association. Alphabetically arranged by broad categories. 10 issues per year. Annotated list including such topics as apparel, retail, population, toiletries, etc.

JOURNALS

Chain Store Age. Executive Edition. New York: Lebhar-Friedman, Baruch has: v. 55, 1979 to date (Also: General Merchandise Edition, 1965 to 1978).

Discount Merchandiser. New York: Macfadden-Bartell Corp., 1960- Baruch has: v. 4 - 1964- Monthly

Journal of Retailing. New York: New York University Institute of Retail Management, 1925-
Baruch has: v. 3- April, 1927-date Quarterly
Academic journal. Discusses retailing practices and research.

Merchandising. Nashville, Tenn.: Billboard Publications, 1976-
Baruch has: v. 1- 1976-date Monthly
Discusses and provides statistics on merchandising and sales of appliances.

Retail Control. New York: National Retail Merchants' Association. Baruch has: v. 18- 1950 to date Monthly. 1933-
Articles on department store operations, finance, management, control, computer use, etc.

Sales and Marketing Management. New York: Bill Publications, 1918- Baruch has: v. 116- 1976 to date 16 issues per year. (Formerly: Sales Management. Baruch has: v. 29, 1932 - v. 115, 1975)

Stores. New York: National Retail Merchants' Association. 1918- Baruch has: v. 29 - 1947 to date Monthly. Focuses on issues in retailing such as merchandising, operations, credit, store design, etc.

SPECIALIZED TRADE PERIODICALS AND NEWSPAPERS

Daily News Record. Current issues only. Menswear manufacture & sales.

Women's Wear Daily. Current issues only. Women's and children's clothing and related items, both from a manufacturing and a retailing point of view. Frequent special reports on individual stores.

NAME _____

Exercise for Retailing

1. Write your research topic statement here. Use one sentence.

_____

2. Locate background reading for your topic. Use Reference Sources for Research in Retailing

   Bibliographic citation(s) for background reading: _____

_____

_____

3. Use the Library of Congress List of Subject Headings to select at least two subject terms for your information search.

1. _____ 2. _____

4. Use the card catalog on the 7th floor of Baruch College Library to locate books. List the call numbers and full bibliographic citations for two books you locate.

	Book 1	Book 2
Call number:		
Author(s):		
Title:		
Publisher:		
Date:		

5. Find a source for specific information about one retailer.

   Bibliographic citation: _____

   What did you find out about this retailer?

_____

6. Use one index to find at least two periodical or newspaper articles about one retailer.

   Periodical Index: _____

	Article 1	Article 2
Article author:		
Article title:		
Journal name:		
Journal date:		
Page numbers:		

7. Go back to question number 1. Do you want to change your topic statement? Why? Why not?

_____